

THE BASSANO HERALD

VOL II; No. 37.

Bassano, Alberta.

Thursday, September 13, 1956. \$1.50 per year.

MAURER - BELL WEDDING

A quiet wedding of interest to Bassano and Brooks districts took place in Central United Church chapel, Calgary, when Miss Rosalie Bell and Mr. Laurence Andrew Maurer exchanged marriage vows recently. The bride is the second daughter of Mr. and Mrs. George Bell of Valleyview, formerly of Brooks and Bow City and the groom is the eldest son of Mr. and Mrs. Harry Maurer of Bassano. The Rev. Wilkinson read the vows.

The bride, given in marriage by her father, wore a floor length gown of chantilly lace over taffeta with matching bolero. Her fingertip veil was held in place by a band of pleated nylon. She carried a bouquet of red rose buds in the form of a cross.

Preceeding her down the aisle were her three sisters, Mrs. Oliver Hart of Lomond as matron of honor, Miss Rita Bell of Calgary as bridesmaid and Linda Bell of Valleyview as flower girl. Mrs. Hart wore a full length dress of yellow lace over taffeta with three quarter length gloves and head dress to match. She carried blue carnations. Miss Rita Bell wore a full length dress of blue lace over taffeta with three quarter length gloves and headdress to match. She carried yellow carnations. Linda Bell gowned in a full length blue net dress with gloves and headdress to match and carrying a bouquet of yellow carnations made a very lovely flower girl as she led the procession down the aisle. Donald Cowan of Bassano was best man and Eastman Dundas and Oliver Hart were the ushers.

The reception was held in the Harris Sky Rooms at which some forty guests were present. The bride's mother wore a dark brown two piece knitted dress with light brown accessories and wore a corsage of yellow rose buds. The groom's mother wore a light blue dress with white accessories and a corsage of red rose buds.

The happy couple are now residing for the present on the farm owned by the groom's father.

MOONEY - STEINBACH WEDDING

St. Columbus Church in Bassano was the scene of a recent wedding when Katherine Steinbach became the bride of Mr. Lyle Mooney of Wardlow. Rev Father Tessier officiated.

The bride, who was given away by her brother, Bernard, looked beautiful in a floor length gown of white satin and net, with fingertip veil and long white gloves. She carried a bouquet of red roses. The matron of honor, Mrs. Ruth Steinbach, sister-in-law of the bride, wore a floor length gown of blue organdy with matching halo. She carried a bouquet of white carnations.

The groom was attended by his brother, Mr. Gerald Mooney, while the usher was Peter Steinbach, younger brother of the bride. During the signing of the register the organist, Mrs. Redmond Walsh, played "On This Day Oh Beautiful Mother".

After the ceremony, a reception was held at the home of the bride. Father Tessier was master of ceremonies and Mr. Stanley Haskayne proposed the toast to the bride.

Mr. and Mrs. Mooney left for a honeymoon trip to the States after which they will reside on their ranch at Wardlow.

TO ORGANIZE HANDICRAFT CENTRE

A meeting to discuss the organization of a Handicraft Centre in Bassano will be held at the Bassano School on Friday, September 21st at 8:00 P.M. Two officials from Edmonton will attend.

MANY NEW TEACHERS AT SCHOOL

The Bassano School opened for the fall term on September 4th with a full teaching staff.

William Barabash has taken over the duties of Principal of the school in addition to teaching a class in the high school. The staff of teachers is as follows: Miss B. Cappleman, Grade 1; Mrs. Opal Kandt, Grade 2; Miss Katherine Craig, Grades 3 and 4; Mrs. Garrison, Grade 5; Mrs. Davidson, Grade 6; Don Watkins, Grade 7, John Ramor, Grade 8; Jack Layton, John Clyne and William Barabash are the teachers for the high school.

The new school building is being rapidly completed and it is hoped that classes may be moved to the new building about November 1st.

BASSANO WINS EID BALL TROPHY

The EID Baseball League play was brought to a close when Bassano played Rolling Hills at Brooks on Sunday for the league championship. The Bassano team won the championship of the league, a crest and a trophy by a convincing victory over the Rolling Hills team with a score of 12 to 5. Alex Biko gave a stellar performance on the pitcher's mound to win for Bassano.

The Bassano team will play two inter-league games with the Medicine Hat Hot Shots next Sunday at 2:00 and 8:00 P.M.

Bassano baseball clubs have shown excellent performances this season as both local clubs have won the championship and trophy for their respective leagues.

ROSEMARY TELEPHONE CO. CELEBRATES

The Rosemary Mutual Telephone Company will hold a banquet at Rosemary on Tuesday, September 18th at 8:00 P.M. to celebrate the completion of the joint construction of the Rosemary telephone system. Provincial Government and Calgary Power Co. officials will be present. The tickets to the banquet are \$1.00 each and the amount of available tickets is limited. To arrange for reservation of tickets, contact Mr. George I. Penner at Rosemary.

The Rosemary telephone project was the first in Alberta to be constructed jointly by Calgary Power and a telephone company and both power and telephone lines are carried by the same poles.

BASSANO COUPLE CELEBRATE SILVER WEDDING

Open house was held at the home of Mr. and Mrs. Harry Maurer last Saturday in celebration of their 25th wedding anniversary.

Fifty guests signed the guest card during the day and evening. Those from out of town for the occasion included Mrs. Bortha Dundas of Hussar, Mr. and Mrs. Eastman Dundas and Gary and Mr. and Mrs. J.D. Grant, Sharon and Cameron, all of Calgary.

H & S PLANS VISIT WITH TEACHERS

The Bassano Home and School Association will hold the September meeting at the Bassano School on Monday, September 17th at 8:00 P.M.

It is planned to introduce all new members of the teaching staff of the Bassano School to the parents and to make plans for the new season. All parents are invited to attend.

WEEKLY BIBLE COMMENT

MATTHEW CONTRASTS CHRISTIAN AND WORDLY WAYS

Four verses of the 20th chapter of Matthew present as vividly and definitely as could be stated the Christian ideal and way of life in contrast with the way of the world. The contrast is so unmistakable it is amazing so many have failed to profit by it.

Even some professing Christians and a few of those associated with the church have been more concerned about pursuing the way of the world in personal ambition for power or material reward rather than in consecrating themselves to the Christian ministry of service.

"The rulers of the Gentiles," said Jesus, "lord it over them, and their great ones exercise authority over them."

Is not that an exact picture of just what has been happening in all countries throughout the ages? To attain to power and to exercise authority has been the goal of men of great abilities and their petty imitators.

Jesus says that this is not the Christian way. In the Kingdom that He came to establish, greatness is not reckoned by lordship and authority, but by the measure of one's capacity and willingness to minister.

Whosoever would be first in this Kingdom is the one who most truly serves his fellowmen, and first of all in the Kingdom is Jesus Himself, "who came not to be ministered unto, but to minister, and to give His life a ransom for many."

Repeatedly, both by prospect and example, Jesus sought to enforce this lesson concerning true greatness.

101 MILES LONG

Some 101 miles long, the Suez canal, an international waterway, links the Mediterranean and Red seas. It flows through Egyptian territory.

FALSE TEETH That Loosen Need Not Embarrass

Many wearers of false teeth have suffered real embarrassment because their plates dropped, slipped or wobbled at just the wrong time. Do not live in fear of this happening to you. Just sprinkle a little FASTEETH, the alkaline (non-acid) powder, on your plates. Hold false teeth more firmly, so they feel more comfortable. Does not sour. Checks "plate odor" (denture breath). Get FASTEETH at any drug counter.

If You're TIRED ALL THE TIME

Everybody gets a bit run-down now and then, tired-out, head-heavy, and maybe bothered by backaches. Perhaps nothing seriously wrong, just a temporary toxic condition caused by excess acids and wastes. That's the time to take Dodd's Kidney Pills. Dodd's stimulates the kidneys, and helps restore their normal action of removing excess acids and wastes. Then you feel better; sleep better, work better. Get Dodd's Kidney Pills now. Look for the blue box with the red band at all druggists. You can depend on Dodd's. \$2

Helps You Reduce Swollen Painful Piles

Here is a nice, clean, easy way to get real relief from the nagging distress of swollen, painful piles without the inconvenience of ointments, pile pipes or suppositories.

The secret is in taking just one small Hem-Roid Tablet, with water, two or three times a day. Works through effective INTERNAL action. Quickly eases constipation, relieves itching, soreness and pain. Helps shrink piles and permits them to heal.

Why suffer needlessly when Hem-Roid offers you so much. Get a package today. See for yourself how nice Hem-Roid is to use, how effective it is and how much more comfort it will quickly bring you.

All drug stores. Low cost. Money refunded if you are not 100% pleased.

When harvest is in sway mice will play

Farmers face many natural hazards when rushing through the work of the harvest season. Wet weather, balky tractor motors, muddy ground... all can contribute to lost days in getting in the crop.

But Dick Damron of Bentley was held up late last week by a mouse nest! When he started his self-propelled combine motor last Friday, the engine purred like a kitten for a few revolutions, then stopped with a shudder! It took valuable time to discover the seat of the trouble.

Mice had found their way through a small hole in the exhaust pipe, crawled up the pipe to nest and were safe and comfortable from the outside world installed in the manifold or in valve seats.

Funny and Otherwise

Mother sent little Willie over to play at his cousin's house. When he returned almost immediately, she wanted to know why.

"Well, something told me Aunt Mary didn't want me," he said.

"Did she say so?"

"No-o," Willie said, "but she put me out on the porch, and then locked all the doors."

"Don't you know that drinking will ruin your stomach?"

"So what? I always keep my coat buttoned."

An antique collector, passing through a small village, stopped to watch an old man chopping wood with a very ancient axe.

"That's a mighty old axe you have there," remarked the collector.

"Yes," said the villager. "It once belonged to George Washington."

"Not really! It certainly stood up well!"

"Of course," the old man said, "it's had three new handles and two new heads."

The local tavern keeper, who had a reputation for keeping some strong brews, had just closed his shop when he heard a heavy pounding on the door.

"Go away," he shouted. "You can't have any more to drink at this hour."

"Who wants anything to drink," came the answer. "I left here without my crutches."

At an eastern port of embarkation, a navy doctor stopped a sailor who was trying to sneak aboard a very unusual pet, a baby skunk.

"You can't take that below deck," the doctor ordered. "Just think of the odor down there."

"Oh, that's all right," the sailor assured him. "He'll get used to it the same as I did."

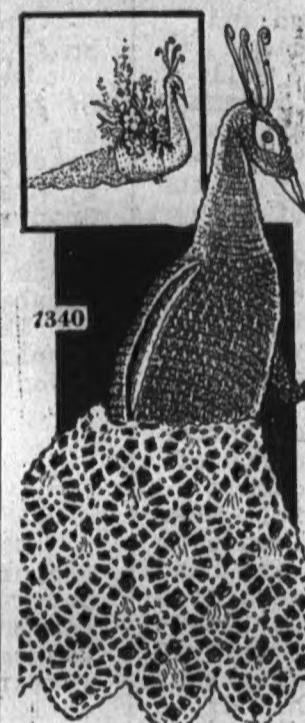
An American and a Dutchman were talking. "What does your flag look like?" asked the American.

"It has three stripes," replied the Dutchman, "red, white and blue. We say they have a connection with our taxes: we get red when we talk about them, white when we get our tax bills, and pay 'till we're blue in the face."

"That's just how it is here," commented the American, "only we see stars, too!"

The Pattern Shop

Fashions



by Alice Brooks

A peacock centrepiece for your dining table! So effective—filled with colorful flowers. Body is made of easy single crochet; tail in graceful pineapple design.

Pattern 7340: Crochet peacock centrepiece, 22 inches long in heavy jiffy cotton. Starch stiffly.

To obtain this pattern send twenty-five cents in coins (stamps cannot be accepted) to:

**Household Arts Department,
Department P.P.L.**

60 Front Street W., Toronto.

Two FREE patterns—printed in the new Alice Brooks Needlecraft book for 1956! Stunning designs for yourself, for your home—just for you, our readers! Dozens of other designs to order—all easy, fascinating hand-work! Send 25 cents for your copy of this wonderful book right away!



by Anna Adams

Add to your wardrobe with these blouses—a thrifty way to have many smart fashions for summer! Three classic styles, with clever little variations in collars and pockets. Sew them to mix and match with your favorite skirts!

Pattern 4660: Misses' Sizes 10, 12, 14, 16, 18, 20. Size 16 upper version, 2½ yards 39-inch; middle 1½ yards; lower 1½ yards.

This pattern is easy to use, simple to sew, is tested for fit. Has complete illustrated instructions.

Send thirty-five cents (35c) in coins (stamps cannot be accepted) for this pattern. Write plainly Size, Name, Address and Style Number and send orders to:

**Anne Adams Pattern Dept.,
Department P.P.L.**

60 Front Street W., Toronto.

Be sure to write plainly your Name, Address and Pattern Number.

IN THE HOME WORKSHOP

BY RUTH WYETH SPEARS

This Indian weathervane design dates from Colonial times. The 16-inch figure is cut out of wood and painted in true Indian colors. Pattern 241 gives tracing designs for this figure, also a crowing cock.



and the direction letters. Method of mounting is clearly shown. The pattern will be mailed for 35c. It is included in the Windmill and Weathervane Packet which contains five patterns for \$1.50.



These amusing cutting boards and coasters are a necessity in any kitchen. The tails make good handles when used for serving. Also note there is a hole in each for hanging in some handy place. The coasters are big enough to double as hot dish mats. Every pattern is complete in pattern 217; price 35c.

Address order to:

**Home Workshop Patterns,
Department P.P.L.,
4433 West 5th Avenue,
Vancouver, B.C.**

REMODELED RUGS

The value of rugs made in Canadian factories from old carpets increased in 1954 to \$687,698 from \$288,618 in 1953.

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CHOICE ACCOMMODATION AVAILABLE

| | | |
|-----------|----------|---------------------------------|
| IVERNIA | Aug. 31 | MONTRÉAL to GREENOCK, LIVERPOOL |
| CARINTHIA | Sept. 7 | MONTRÉAL to LIVERPOOL |
| ASCANIA | Sept. 12 | MONTRÉAL to HAVRE, SOUTHAMPTON |
| SAXONIA | Sept. 14 | MONTRÉAL to GREENOCK, LIVERPOOL |
| IVERNIA | Sept. 21 | MONTRÉAL to LIVERPOOL |
| SCYTHIA | Sept. 26 | QUEBEC to HAVRE, SOUTHAMPTON |
| CARINTHIA | Sept. 28 | MONTRÉAL to LIVERPOOL |
| SAXONIA | Oct. 5 | MONTRÉAL to GREENOCK, LIVERPOOL |
| ASCANIA | Oct. 10 | MONTRÉAL to HAVRE, SOUTHAMPTON |
| IVERNIA | Oct. 12 | MONTRÉAL to LIVERPOOL |
| CARINTHIA | Oct. 19 | MONTRÉAL to GREENOCK, LIVERPOOL |
| SCYTHIA | Oct. 24 | QUEBEC to HAVRE, SOUTHAMPTON |
| SAXONIA | Oct. 26 | MONTRÉAL to LIVERPOOL |

Frequent sailings from Montréal and Quebec during balance of St. Lawrence season

Conducted Christmas sailings from Montréal
IVERNIA Nov. 24
to Havre, Southampton
CARINTHIA Nov. 29
to Greenock, Liverpool

See your local agent—
No one can serve you better
CUNARD LINE

Conducted Christmas sailing
SAXONIA
from New York Dec. 14
to Cobh, Liverpool

201 Bank of Toronto Building,
215 Portage Ave., Winnipeg, Man.—Telephone 92-4206

Thursday, September 13, 1956.

POET'S CORNER

(From Allie's Annals)

I HAVE LOVED LETTERS

I have loved letters written by the friends
 Too far away for conversation, and a word
 Within the folded paper someone sends
 Grows lovelier, at times, than were it heard
 In actual speaking. I have loved the way
 Her writing marches boldly in its line
 Across the page, and his in dis-array.
 And yet another pen has drawn as fine
 A paragraph of beauty as a snare
 Hung by a spider. I have loved the long
 Fine envelopes that bore them, and the square
 And some I have in packets with a strong
 Red cord to bind, and now and then a letter
 Deep in my heart's core, to preserve the better.

FRIENDSHIP

To laugh and joke a bit
 And grasp a friendly hand;
 To love a bit and scold a bit
 And know they'll understand.
 To tell one's secret hopes and fears
 And share a friendly smile;
 To have a friend and be a friend --
 Is what makes life worth while.

You can use the wealth of this world in the
 service of the Master. To gain is not wrong. It
 is only wrong when grasping becomes the main
 object of life.

- C.H. Spurgeon -

MOVIE NEWS

Everybody likes a good Western and this weekend we have one of the best:

Fri. - Sat., Sept 14 & 15 - "STREETS OF LAREDO" in Technicolor with William Holden and Mona Freeman.

Then on Mon & Tues., Sept 17 & 18 we are happy to present one of the greatest pictures of all time - "THE BEST YEARS OF OUR LIVES" with Fredric March and many other stars. This is truly a masterpiece of motion picture entertainment and we urge you to see it from the beginning. Owing to its great length we will start right in on this feature picture at 8:15 sharp. DON'T MISS THIS ONE!

THERE IS ALWAYS GOOD ENTERTAINMENT AT THE CAPITOL THEATRE IN BASSANO.

280

HUNTING SUPPLIES

BIRD GAME LICENSES ISSUED

SEE OUR SELECTION OF

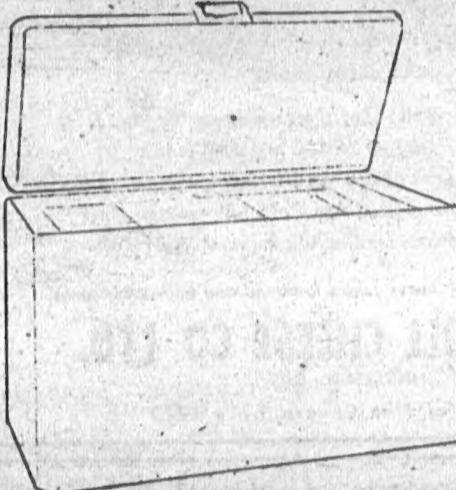
NEW AND USED SHOT GUNS

Winchester - Remington - Stevens

CASH OR TERMS

175
BRENT'S ELECTRIC
Phone 12 Bassano

GREATEST FREEZER VALUE EVER



ZENITH - MODEL KZ-F515, 15 cubic feet. Beautifully finished in gleaming high gloss baked Deluxe. 2.6 cubic feet fast freeze compartment. Automatic interior light. Non-sag insulation. Storage basket and divider at no extra cost. Holds 542 lbs of frozen food.

LEADER SPECIAL PRICE, each

\$289.95

WITH A ZENITH YOU CAN HAVE A SUPER MARKET OF FOODS RIGHT AT YOUR FINGERTIPS!

SEE ONE TODAY AT

FLANAGAN BROS. LTD.

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BASSANO

750

EDITORIALS

from other weekly papers

(These are not necessarily the views of the editor of this paper.)

Coal industry not lost

(From The Brandon Daily Sun—July 25, 1956)

With the advent of natural gas in such large quantities the coal industry in Alberta has taken a terrific beating. Hundreds of mines have been shut down, and employees forced to seek other employment. Once thriving coal centres have become mere ghost towns. Even at the present time the future for industry looks bleak.

However, men "at the top level" in the coal industry have a different opinion. They readily admit that for the present the industry will find tough sledding, but in the not too distant future the fortunes of the coal industry will begin to rise.

"Coal," said the magazine Business Week some time ago, "is energy. And energy is the fastest growing part of the economy... So if coal's future isn't tremendous, no one's can be."

On the same subject the Christian Science Monitor goes on to say that regularly now coal operators, coal carrying railways, and the miners' union and an "unprecedented partnership" — are indicating the setting up of a giant shipping corporation to expedite coal to a growing European market.

Business Week cites the following reasons for its optimism for coal: Price trends of gas and oil now favor coal (for energy, not convenience); coal has written off the railroads (locomotion) and adjusted to the loss; coal mining is in the front line of productive efficiency; big customers are moving from the distant rail sidings to the mine mouth; coal as a source of synthetic products and automatic fuels promises to rival gas as simply a "solid fuel under boilers."

So while the coal industry seems at present in a precarious state, there is good reason to believe that its future is due for a tremendous surge. It is too big an industry, too valuable an employment source and too rich a natural resource to let languish in its present state. The signs are now out that material improvement is on the way.

Advocate twice-weekly now

(From The Lacombe Globe, Lacombe, Alberta—July 19, 1956)

After 55 years as a weekly newspaper, the Red Deer Advocate has changed its publication dates and in future will appear twice instead of once each week.

This trend has been developing with the growth of the city of Red Deer and surrounding districts, which in recent years has made the Advocate one of the largest as well as one of the best weeklies in the dominion of Canada.

The change to a bi-weekly is not easy and will not be made without difficulties. However, The Advocate's plant is modern, efficient, and admirably equipped to make the change-over painless as possible. The management has also announced the acquisition of additional staff members to gather news—more news stories being an essential ingredient to the success of a twice-weekly publication.

We congratulate our friendly contemporary to the south on its new endeavour.

Pan-American Link

Engineers are surveying the final, 250-mile gap in the Pan-American highway linking Alaska with Argentina. To be located in the Panamanian jungles, the link would cost an estimated 110 million dollars to complete, they estimate.

8211

Quick Canadian Quiz

- Or these explorers, which first reached Canada: Verrazano, Cartier, Cabot, Corté-Real?
- Name the second largest cities in British Columbia, Ontario, Nova Scotia.
- This year will Canadians pay more to the federal government through personal income taxes or through indirect taxes?
- In the most recent federal election, 1953, there were 5,701,825 votes cast. This represented what proportion of the voters on the lists?
- Which of these countries had the largest volume of exports to Canada in 1955: The Netherlands, France, Japan, Australia, India, Brazil?

NEW HAIR FAD

Elaborate hair ornaments — jewelry, combs, feathers and veils — are on the way back, if the girls listen to the Hairdressers and Cosmetologists Assn.

Key to achievement

You do at least a hundred things every single day. Do you do them well, or merely automatically, wearily, and listlessly? When you take no care to see that the job is well done, it isn't well done. Yet when you put your mind on it, you turn in a creditable performance. The little thing is as much a challenge as the important thing—it has to be done, so do it well.

You know how you respect the person who is careful in little things, who is neat, accurate, and attentive when you buy only five cents' worth of goods at his store.

So also will the world respect ten how small it may be, as though you if you do every job, no matter how small, your whole career depended upon it.

ANSWERS TO QUICK QUIZ

- Japan. 3. Indirect taxes \$1,673 million, personal income taxes \$1,265 million. 1. Cabot 1497, Corté-Real 1501, Verrazano 1524, Cartier 1535. 4. Less than 68 percent. 2. Victoria, B.C.; Hamilton, Ont.; Sydney, N.S.

Strictly Fresh

Don't trip over the rake you left out in the yard last fall at leaf-raking time.

Fellow across the desk from us has been happily married for two years, but says that the previous 15 were pretty rough.



Sure sign of autumn — the stores will soon be showing spring fashions.

During these golden days, treat your nose to the spicy scent of pumpkin pies drifting from homes all along your street—as housewives pop frozen, prepacked goodies into the oven.

LOSE A MINUTE-SAVE A LIFE

Ingersoll Baby Roll! Man, there's a cheese for you... made from fine Canadian cheddar and aged to just the right peak of ripe maturity. For parties or snacks—or for a mouth-watering chunk of wholesome goodness anytime — there's nothing like Ingersoll Baby Roll.

This famous process cheese comes in pound and half-pound sizes.

INGERSOLL CHEESE CO. LTD.

INGERSOLL, ONT.

Makers of Fine Cheese Since 1880

BR-10



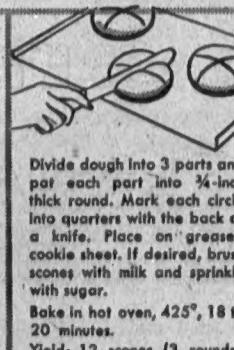
Make these simple POTATO SCONES tomorrow!

Sift together into bowl
1 1/2 c. once-sifted pastry flour
or 1 1/2 c. once-sifted all-purpose flour
5 tps. Magic Baking Powder
1/2 tsp. salt
Cut in finely
1/2 c. chilled shortening

Combine
1 well-beaten egg
1 c. cold mashed potatoes
Blend well with a fork; then blend in
1/2 c. milk
Make a well in dry ingredients and add potato mixture.
Mix lightly with fork, adding milk if necessary to make a soft dough. Knead for 10 seconds on a lightly-floured board.



Divide dough into 3 parts and pat each part into 3/4-inch thick round. Mark each circle into quarters with the back of a knife. Place on greased cookie sheet. If desired, brush scones with milk and sprinkle with sugar.
Bake in hot oven, 425°, 18 to 20 minutes.
Yield: 12 scones (3 rounds).



You get lighter, more delicious baked goods because Magic's steady, even rising action brings out all the best in all your ingredients. Buy MAGIC Baking Powder today.
MAGIC BAKING POWDER
Costs less than 1¢ per average baking



Thursday, September 13, 1956.

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Published every Thursday by Hugh Pearce, Bassano, Alberta. Authorized as Second Class Mail by the Postoffice Department, Ottawa.

THE OBSERVER

BY HUGH PEARCE

Providing for the impounding of motor vehicles involved in accidents unless financial responsibility cards, pink in color, are produced at the time of the accident, new legislation under the Vehicles and Highway Traffic Act will take effect in Alberta on October 1st. After October 1st, any motorist involved in an accident must show proof of financial responsibility or have his car impounded by the police.

This new section of the Act seems like a good idea to me. There have been far too many accidents involving cars in which the driver to blame had no public liability coverage and the innocent victim of the accident had very little opportunity of recovering compensation for damages caused to his car, hospital bills, etc unless he entered suit against the guilty party. Costly litigation proceedings are never very satisfactory. Even if judgement for heavy damages is obtained against the defendant, there is still the possibility that the defendant has no financial resources and collection on the judgement thereby proves to be a costly proceeding. Then too, the lawyers seem to get their share first, leaving little for the benefit of the victim of the accident. Of course, if the driver of the vehicle to blame for the accident is proven to be destitute, you can sue the Provincial Government's Unsatisfied Judgement Fund but -- that fund is jealously guarded and nothing short of a costly law suit will bring relief from that source.

Under this new section of the Act it will be mandatory for every motorist to carry public liability insurance and the main benefit to the accident victim will lie in the fact that compensation for the accident will be certain and far easier to collect at the time you need it most - right after the accident. Then too, the necessity of proving responsibility for the accident and entering suit for damages will fall on the insurance companies instead of the victim.

Taking all things into consideration, this new enactment appears to afford much needed protection to the innocent victim of the careless or impaired driver of a motor vehicle who, after all, is responsible for more than 90% of all motoring accidents.

OUR CHURCHES

KNOX PRESBYTERIAN CHURCH

Sunday School - 10:00 A.M.
Morning Prayer - 11:00 A.M.

Minister - Rev. F.A. Clare D.D.

BASSANO EVANGELICAL FREE CHURCH

Sunday School - 10:30 A.M.
Evening Prayer - 7:30 P.M.

Pastor - Rev. Leon A. Tiede.

ST. MARY'S ANGLICAN CHURCH

Sunday School - 2:00 P.M.
Evensong - 3:00 P.M.

Rector - Rev. G.B. Hotchkiss.

YOUR CAR

IS WORTH MONEY

WHY NOT STORE IT OUT OF THE WEATHER?

ALL MATERIAL FOR A 12 x 20 GARAGE
(except cement)

FOR \$284.00

NO DOWN PAYMENT - 24 MONTHS TO PAY

SEE US NOW!

ROYAL LUMBER YARDS LIMITED
Los Spivey - Manager
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250

FOR STEAKS

THAT MELT IN YOUR MOUTH

TRY

BUD'S COFFEE SHOP
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FOR RENT

GOOD HOUSE ON WATER LINE. NEAR SCHOOL. IN
QUIET PART OF TOWN.

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Insurance & Real Estate
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FRESH AND CURED MEAT

FROZEN FOODS AND ICE CREAM

ALWAYS IN STOCK

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PIONEER MEAT MARKET
Phone 42 Bassano

PUBLIC NOTICE

THE COUNCIL OF THE TOWN OF BASSANO HEREBY ADVISES THAT BY-LAW NO. 429 PROVIDES THAT ALL THOSE WISHING TO CONNECT TO THE NEW SEWER LINE NOW BEING INSTALLED ON FOURTH AVENUE MUST ARRANGE TO PAY A CONNECTION CHARGE OF ONE HUNDRED DOLLARS (\$100.00) FOR EACH CONNECTION. THIS CONNECTION CHARGE MAY BE FINANCED OVER A PERIOD OF TWELVE MONTHS IF DESIRED. COSTS OF CONSTRUCTION OF THE SERVICE SEWER ON APPLICANTS PROPERTY TO BE PAID FOR BY THE APPLICANT IN ADDITION TO THE CONNECTION CHARGE.

200

THE TOWN OF BASSANO
Hugh Pearce
Secretary Treasurer

The Sports Clinic

(An official department of the Canadian Amateur Sport and Physical Fitness Development Service)

By Lloyd Percival

The facts about Royal Jelly

Sports College has done a great deal of experimental work over the years with various food supplements and vitamin-mineral preparations to determine which — if any — had beneficial effects on athletes and fitness in general. During the last few months we have been working with a new natural food supplement known as Royal Jelly. This is the food the worker bees supply to the queen bee and is responsible for her amazing increase in size, productivity and length of life.

It is now believed that Royal Jelly may have some amazingly beneficial effects on humans. A great deal of research has been done by doctors throughout the world, particularly in France, and tests by Sports College under controlled conditions have had some very promising results.

We have found that the majority of people taking it report results ranging from decreased nervousness and more energy to improved appetite and better digestion. Many athletes have become very excited about the possibilities. Best results have been reported by a group of paddlers who recently clocked times better than world and Olympic records and feel that Royal Jelly helped them considerably.

Just how Royal Jelly performs these wonders is not yet completely understood. However, it is high in vitamins, proteins and other elements which are very beneficial, and it is believed that it is the combined effect of all these rather than any one "magic" ingredient which makes it so effective. There is, however, one unidentified element which may contribute more than is now realized, and it also is the greatest and most economical source of pantothenic acid, which is rated as a factor in longevity.

A report has been prepared analyzing these tests with Royal Jelly and we suggest that anyone interested in learning more about it write to Sports College, Box 99, Toronto 1, Ontario.

Football players need strong necks

One of the most dangerously vulnerable spots in the average football player's physique is his neck. An injury in this spot often is serious, yet examination shows that the average high school football player, and many at university level too, is not nearly well enough developed in the neck for his own safety.

Here's an exercise that will develop the kind of muscles you need. Lower your head until your jaw rests on your chest. Clasp your hands behind your head. Move your head up and back as far as possible, resisting this movement with your hands. Relax, drop your chin to your chest again and repeat. Do this eight or ten times, then rest, and do another set. Repeat this drill several times every day.

The Canadian Amateur Sports and Physical Fitness Develop-

CANCER CURE? NOT YET
Cancer cure isn't to be expected overnight from research now going on with special cancer "serum," reports The Financial Post. Medical researchers say results are still very inconclusive with no evidence so far that the serum can cure; they are doubtful about the extent to which the serum arrests the disease. It will be one or two years at least before more definite findings are available.

Child in hospital

When it is necessary for a child to enter hospital, there are several things that should or should not be done, if the youngster is not to be frightened or feel that he has been deceived. His confidence will be helped if he is told the truth about staying in bed; he should not be given the idea that it will be a sort of picnic. He should be told that his stay in hospital for a time will give him better health. The age of the youngster will decide just how much help he will need in accepting hospitalization. A folder entitled "Preparing Your Child for Hospital" can be obtained free of charge from your local or provincial health department.

Agoraphobia is the fear of being in an open place, such as a street.

Ticklers



"Daddy, would you like to hear my imitation of a cat fight?"

PEGGY



Cotton materials were first used for fashionable English dresses in the early part of the 18th century.

Salt preserves meat by drawing the water and forming a solution so strong that bacteria cannot grow in it.

:: Weekly Crossword Puzzle ::

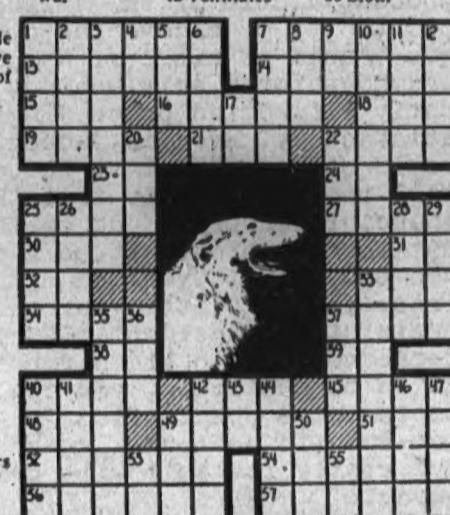
Breed of Dog

HORIZONTAL

- 1 Depicted type of dog (ab.)
- 5 Over (contr.)
- 6 Flower
- 7 Retinue of workmen
- 13 Expunger
- 14 It is a native of —
- 15 Dine
- 16 Ceremonies
- 18 Lieutenants (ab.)
- 19 Slide
- 21 Stitch
- 22 Endure
- 23 Hawaiian bird
- 24 Half-em
- 25 Rave
- 27 Mine entrance
- 30 Art (Latin)
- 31 Preposition
- 32 Of the thing
- 33 Sheltered side
- 34 Domestic slave
- 37 Roman god of war
- 38 Diminutive of Edgar
- 39 Within
- 40 Get up
- 42 Suitable
- 45 Cease
- 48 Worthless morsel
- 49 Warning device
- 51 Self esteem
- 52 Greater in stature
- 54 Approached
- 56 Scoffs
- 57 Backbones

VERTICAL

- 1 Honey-makers
- 2 Verbal
- 3 Allotted portions
- 4 Body of land
- 11 Insect eggs
- 12 Direction
- 17 Symbol for tellurium
- 20 Cooking utensil
- 25 Meadow
- 28 Uncommon
- 29 Greek god of war
- 30 Persia
- 32 Ventilates
- 33 Brain
- 34 Numbers
- 35 Cuddle
- 36 Dutch city
- 37 Wrong (prefix)
- 38 Decay
- 39 Containers
- 40 India
- 41 Fiber knots
- 42 Ventilates
- 43 Pair (ab.)
- 44 Type of molding
- 45 Seed containers
- 46 Weight of India
- 47 French articles
- 48 Sloth

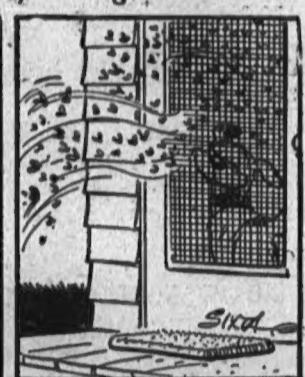
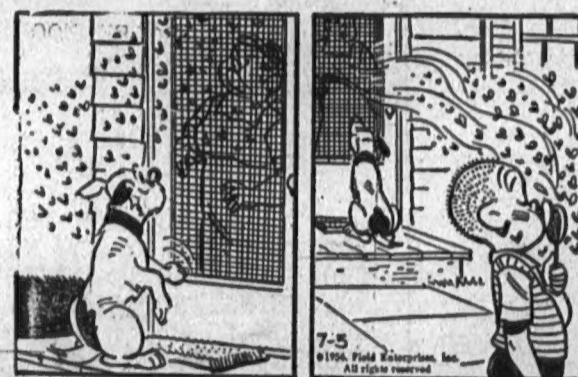


—By Chuck Thursday



By George Sixta

RIVETS



—By Les Carroll

THE TILLERS



TOWN TOPICS

Mrs. L. Schaffer of Bassano and Mr. and Mrs. William Schaffer of Brooks motored to Chilliwack and Vancouver for a two weeks holiday recently.

We hear that Bob Knight is in a Calgary Hospital with an injured hand. We trust that he will soon recover and be able to return home.

Mr. and Mrs. Hugh Pearce motored to Didsbury on Sunday to visit Mrs. McQuarrie and family.

Carl Herman left recently for Lacombe, where he will take charge of farming operations at his farm near there. He expects to be away for a month or so.

We have been advised that it was not the members of the Eastern Star who managed the recent banquet in the Masonic Banquet Room but that the arrangements were conducted by the wives of the Masons in Bassano.

At the Council meeting, held on Monday night, Hugh Pearce was appointed as enumerator for the purpose of revising the municipal voter's list for the next municipal election.

Howard Mott and little Myrna Pearce are patients in the Bassano Hospital. We wish them both a speedy recovery.

Don't forget the meeting in the Bassano school on Friday, September 21st at 8:00 P.M. to organize a Handicraft Centre in Bassano. This meeting will be attended by two members of the Cultural Activities Branch of the Provincial Department of Economic Affairs, who will outline the assistance given by the government. All those interested in handicrafts should make an effort to attend this meeting.

The Bassano Home and School Association has presented the Bassano Swimming Pool with a new diving board. This will be installed at the pool for use next season and will be a great improvement over the old one. Thank you H & S A.

Brent's Men's Wear has moved into the new premises and looks like an up-to-date clothing store now. All display fixtures are new and the building is larger and better lighted.

Wednesday was the opening day of duck and geese season. After an early morning barrage in the country, we note several nimrods returning with bags of ducks and geese.

John R. Clark brought a sample of the crab apples he has grown this year to the Herald. He told us that he had picked a basket full of the fruit from one tree. Nice looking apples too.

What has the Okanagan Valley got that we haven't got?

We hear that Dr. Mason went goose hunting in northern Alberta. Wonder how he made out.

Bishop B.C. Stringam officiated at Roy Eastman's funeral service. It had been previously stated that Rev. Vance performed that service but that information proved to be in error.

Town employees have completed the installation of water and sewer lines in one block and will soon have completed a second block.

The Town must be growing when it is now being found necessary to add to the water and sewer services, which have been adequate since 1913.

L.C. Spivey advises that the congregation of the Knox Presbyterian Church were asked last Sunday to decide whether they preferred to continue holding morning services or revert back to evening services. A large majority of those present decided that they preferred the morning services.

GET A LOAD

OF THESE DELICIOUS "DEEP ROASTED"

BABY BUNTING NUTS

NOTE THESE PRICES!

| | | |
|------------------|----------|------|
| Deluxe Spanish | - per lb | .58 |
| Blanched Jumbos | per lb | .75 |
| Giant Redskins | per lb | .75 |
| Special Mix | per lb | 1.35 |
| Party Bridge Mix | per lb | 1.69 |
| Choice Cashews | per lb | 1.79 |
| Deluxe Mix | per lb | 1.95 |

ENJOY SOME TODAY

STILES "THE DRUGGIST"

Phone 88 Bassano
THE REXALL STORE

225

FOR THE BEST HOME COOKED MEALS

EAT AT THE

100

IMPERIAL COFFEE SHOP
Mrs. J. Bryan - Prop

DANCE

IN THE BASSANO HALL ON SATURDAY NIGHT

MUSIC BY THE FOUR HITS AND A MISS

ADMISSION 50¢

100

FOR SALE

Small white enamelled range in good condition.

A snap at \$25.00

PHONE 184

TO BE SURE

OF RECEIVING YOUR LOCAL NEWSPAPER EACH WEEK,

BE CERTAIN THAT YOUR SUBSCRIPTION HAS NOT

EXPIRED. YOU WILL RECEIVE 52 ISSUES OF THE

BASSANO HERALD FOR ONLY \$1.50.

FOR THOSE WISHING TO SEND IN THEIR SUBSCRIPTION

BY MAIL, JUST SIGN THE FORM BELOW AND RETURN

IT WITH A MONEY ORDER FOR \$1.50 AND YOUR

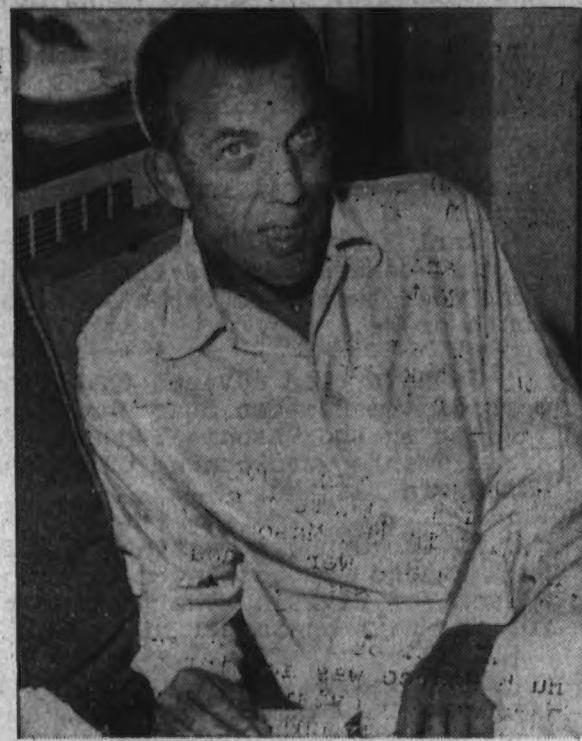
COPY OF THE BASSANO HERALD WILL REACH YOU BY

MAIL EACH WEEK.

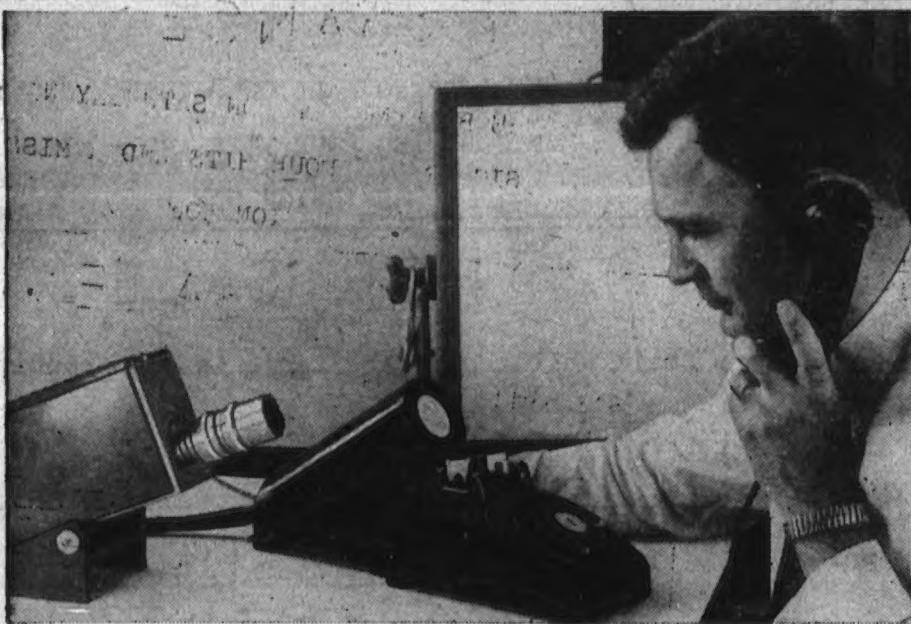
World Happenings In Pictures



HER FAMILY WIPE OUT IN CAR ACCIDENT—Seven-year-old Rose Marie Conger lays in a Rapid City, S.D., hospital recovering from a two-car accident that killed her parents; two sisters and a brother. Four men riding in the other car were also killed. Rose Marie suffered a leg fracture.



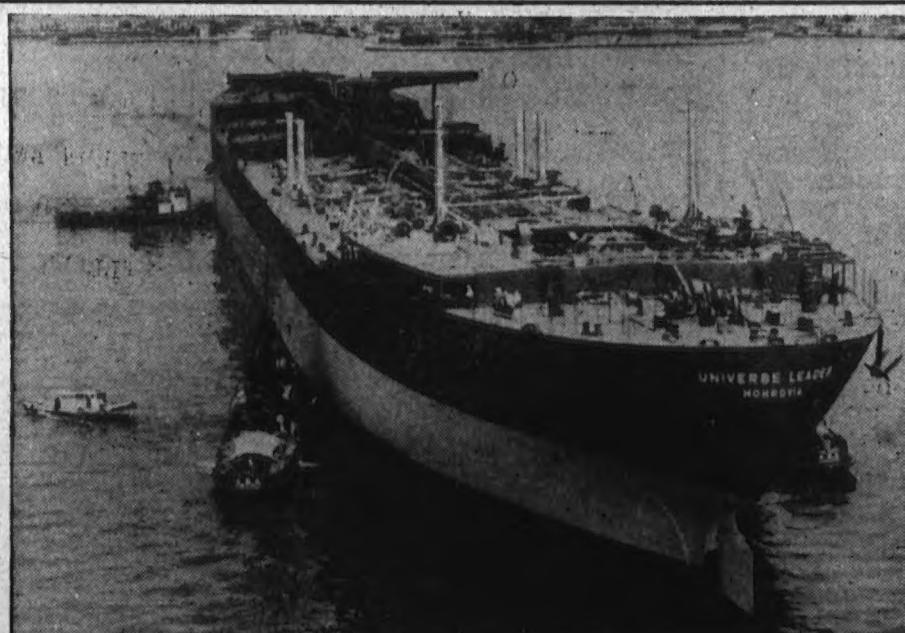
FAN MAIL CHEERS—Ed Sullivan, nationally syndicated newspaper columnist and television personality, looks over his fan mail in his New Haven, Conn., hospital room. He's recovering from a cold following injuries sustained in an auto accident. Sullivan plans on returning to his TV show Sept. 16.



WHOSE PICTURE ARE YOU DIALING?—The hear-and-see telephones of the future aren't far away any more. Floyd K. Becker, a Bell Telephone Laboratories engineer, demonstrates a successful model of a picture-phone system. A two-by-three-inch screen and small transmitter, left, are the principal components of the system, which uses only one extra telephone line on the customer's premises. It will be possible to dial a caller's picture like an ordinary telephone call. Bell engineers have transmitted recognizable pictures between New York and Los Angeles.



GETTING TOUGH: One of the Egyptian co-eds at Cairo University holds a rifle high and leaps over a hedge at the Cairo Teachers' club. She's one of a group of women taking basic military training, as part of a general program by President Nasser to strengthen Egypt.



WORLD'S LARGEST TANKER—The "Universe Leader," world's largest tanker, hits the water at the Kure dockyard in Japan. The mammoth ship, weighing 84,730 tons and costing more than 10 million dollars to build, will be completed some time in October. An American vessel, it will be placed on the Iran-North America run under Liberian registration.



PAIR OF BIRDIES—Nate Freeman, golf pro at Nevele Country Club in Nevele Falls, N.Y., demonstrates his sure-feather "birdie" technique for novice golfers. Nate has trained a pair of parakeets to sit on the rims of his pupil's glasses. If the novice keeps his eye on the ball while he swings, his head will not tilt, and the birds will remain in place. If he moves his head, however, the feathered pair will take to the air.